

Book B-50

SECOND EDITION

PRICE 50 CENTS

# Homes of Today and Tomorrow

STANDARDIZED TO AVOID WASTE



America's Best Planned Small Homes

*All Illustrations from Photographs*

Plan Books and Plans Furnished by Mail Only

If you wish to supervise the construction of your own home at a great saving in cost, read page 3.

## PLAN PRICES

Complete Plans, Material List and Specifications in duplicate	\$20
Four complete sets with Material List and Specifications	\$24
Plans reversed from position shown, \$7 additional	
Plans shown in frame changed to brick, \$7 additional	
Plans shown in brick changed to frame, \$7 additional	

By special delivery  
the day ordered.

## STANDARD HOMES COMPANY

Colorado Building

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Colorado Building, Washington, D. C.

Washington 5, D. C.

# FACTS ABOUT "BETTER HOMES AT LOWER COST"

If you are interested in building a home of your own, it follows that you not only want the best home possible for your investment, but one out of which you can get your money in full at any time you may desire to do so.

**FOR 29 YEARS** we have helped lot owners throughout the country build better homes at lower cost by furnishing standardized plans that prevent waste in materials and labor. During those 29 years we have never known or heard of a loss to a single customer on one of our houses constructed by a reliable contractor.

**OUR HOUSE DESIGNS** are selected and offered to the public after weeks and months of careful consideration. In this book we show a number of excellent **ranch types** and **ramblers** because we have had so many calls recently for such homes. Offering such designs is against our better judgment, because they are more expensive to build, much harder to finance on easy terms due to their higher cost, and are, therefore, much harder to sell at a profit. We offer them, however, as the best and most practical designs within their price range.

**MANY COLONIAL DESIGNS**, as well as good English designs, are contained in our plan books because such designs do not go out of style in a lifetime, have better loan values and sell at far better profits.

**BETTER HOMES AT LOWER COST**—Those were our watchwords in preparing every design and in working out every floor plan. Furthermore, every floor plan shows dimensions that permit the use of stock length materials without waste—stock windows and doors carried by retail lumber dealers everywhere.

**OUR PLANS** for all houses to be constructed north of the North Carolina-Tennessee-Oklahoma line call for full seven-foot basements with outside or grade entrances except in cases where smaller basements are more economical under large ramblers. We do not show half basements because they run about as much as full basements. Our Free Folder "C" will prove this beyond doubt.

**THE FLOOR PLANS** shown herein will be appreciated by all who give them careful consideration. Often the same or similar floor plan will be shown for two or more houses. Some perfected floor plans for certain types of homes can hardly be improved, while exterior changes can be made at small additional cost to give variety in design. Send for free alternate plans today.

**"U" TYPE KITCHENS** are shown in most of the floor plans in our plan books, but for several reasons refrigerators are seldom shown by the side of the range. All of our kitchens have been planned directly or indirectly by women—not by any particular group of women but rather from suggestions given to our designers by women from all parts of the country.

**UTILITY ROOMS** are shown only in a limited number of floor plans because they cost more than full basements, add to the heating cost of the house and do not give nearly so much working space. Furthermore, a house with a utility room has a lower loan value than a house with a full basement and the sales value is lower also.

**GARAGES**, considered essential by many, especially in northern territory, can be located in the basement of a home at much lower cost than when constructed as a separate unit or attached to the house. Basement garages run from \$50 to \$150, depending upon the lot, the doors selected, fireproofing required by the local building code, etc. Attached or detached garages run at least \$500 to \$2,000, depending upon the design, size, materials used, interior finish, masonry work required, etc. It is necessary for the owner to put in more of his own cash if an outside garage is required.

**THE COST OF A HOUSE** can be determined only by submitting the working plans, material lists and specifications to contractors in your immediate vicinity for bids. Before any contractor can give you a definite price or even a fair estimate, it will be necessary for him to see your lot, study the complete working drawings carefully and then learn from you exactly what you will want and expect of him. He will want to know whether you want frame, cinder block or brick construction, the kind of plumbing and heating, the kind of flooring, kitchen equipment, etc., and many other things.

**DO NOT PERMIT** your house to be estimated by the cubic foot system nor by the square feet of floor space. Such estimating systems are doing a lot to add to the high cost of building. Every one of the 75 or more separate items covered by the plans, material lists and specifications should be estimated separately, and all honest contractors will agree that this is the only fair and just way for both owner and contractor.

**OUR FOLDER "A"**—Answers to Questions—will be of great help to you in filling out your specifications, arranging your contract for the construction of your home, handling payments with your contractor, etc. Mailed free on request.

**OUR FOLDER "B"**—9 Points That Will Help You Build a Better Home at Lower Cost—will help you in deciding on the type of home to build, the kind of lot to select, what you want in a good home, and many other important points. Send for free copy.

**FOLDER "C"**—Comparative Construction Cost of Small Homes—will give you a clear conception of good construction, the why's and wherefore's of present day prices, etc. Gladly furnished free on request.

**FOLDER "F"**—Financing the Construction of Small Homes—will show you how simple it is to build a home of your own and pay less than rent. Also furnished free on request.

**FOLDER "H"**—How to Build Your Own Home—was written especially for those who are handy with tools and contemplate building their own homes by following our clear and concise Isometric Plans—Plans so plain the layman can follow them without error.

**OUR STANDARD PLANS** show 5 to 7 large sheets, each sheet 18x24 inches in size. The plans show all four elevations of the house, including all of the necessary construction details. Our plans are so clearly prepared any contractor can follow them rapidly without making errors.

**PLAN PRICES**. Complete plans, material lists and specifications, including cost estimating forms and other valuable information, are furnished in duplicate for \$20; four sets for \$24; six sets for \$28; provided all of the sets ordered are for use in the construction of one house.

**PLAN DELIVERIES** are made promptly under special handling stamp and usually reach the purchaser in 24 to 48 hours, depending upon destination.

**CHECKS OR MONEY ORDERS** are acceptable, and any plans ordered may be returned for full refund the day received if not found exactly as represented. Plans are not subject to return if they are used for estimating purposes, for securing a loan, or for any purpose other than for inspection as to their merits; but they may be exchanged for any Standard Plans for only \$5 or for any Isometric Plans for only \$10.

**SEND TODAY** for any one or all of the above mentioned folders. They will start you RIGHT on the road to your new home. They are helping thousands.

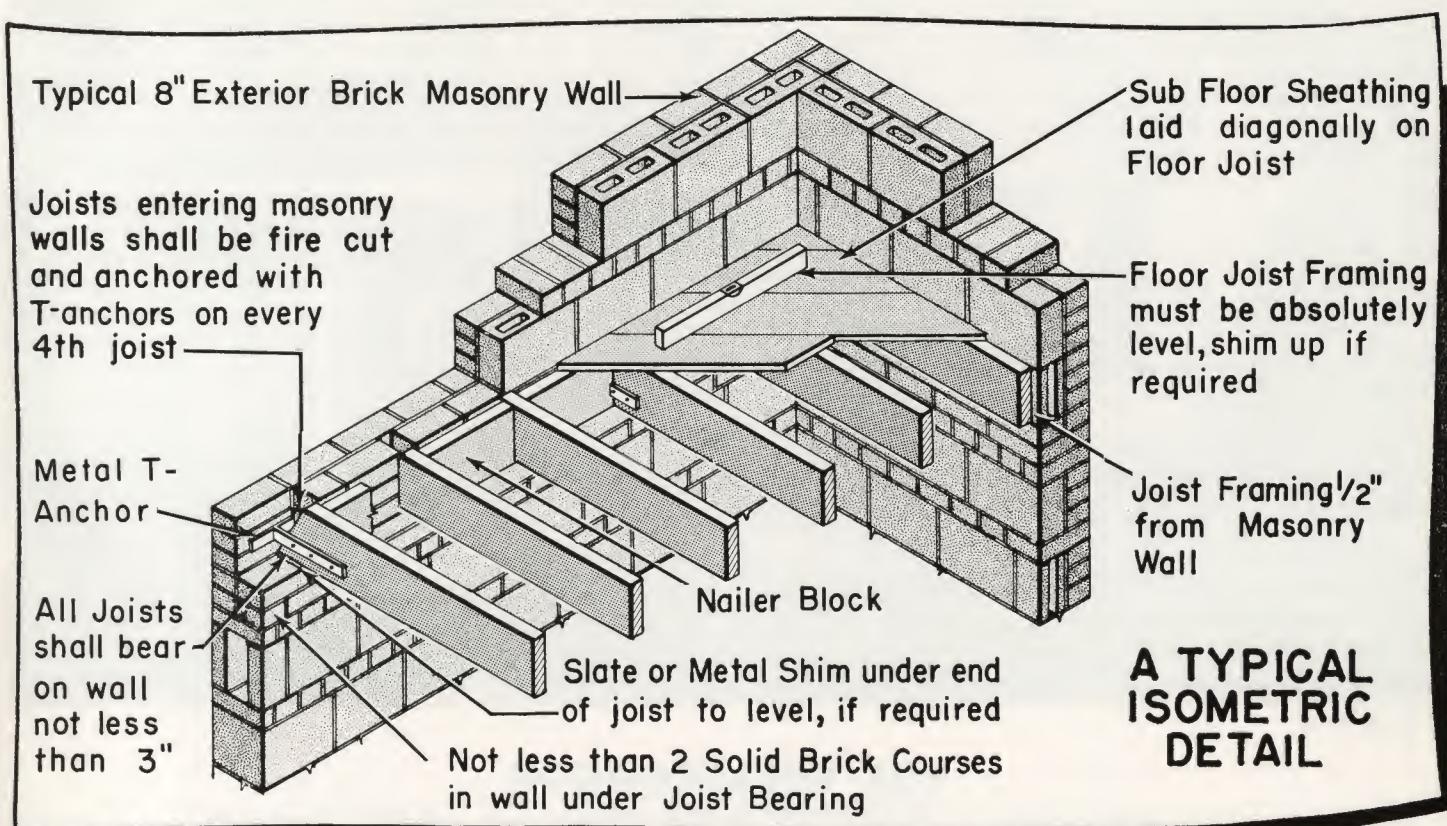
Our Pioneer Garage, illustrated in **HOMES YOU CAN BUILD YOURSELF**, provides temporary living quarters while your home is being constructed and also provides a garage and heated workshop later. Plans free with all house plans ordered from **HOMES YOU CAN BUILD YOURSELF**. If ordered separately, they are \$5 per set.

All plan books and plans furnished by **MAIL ONLY**. This increases the extent, efficiency and effectiveness of our service more than 90 percent. No local service (books or plans) offered in the District of Columbia nor within 50 miles of the District.

# NOW—OWNER SUPERVISION WITH ISOMETRIC CONSTRUCTION DETAILS

*That Will Save You 10% to 25% on The Cost of Your Home*

**Isometric Construction Details**, 16 bound sheets, 18"x24", clearly illustrate acceptable and approved methods of home construction—from **foundation to roof**. The **layman** can now follow the construction of his home—**step by step**—and insist on good construction. It is **money saved** during the lifetime of the home. Many schools and colleges have adopted our **Isometric Construction Details** for training and instructional purposes.



A TYPICAL  
ISOMETRIC  
DETAIL

**Also**—We have prepared new **Subcontract Agreement Forms**—16 separate forms—that give specific information as to how the work under each separate Subcontract should be performed. They are neatly bound in booklet form and perforated so that any one or several Contract Forms may be easily removed. One set of 16 Forms is included without charge when **Isometric Construction Details** are purchased (\$1. per set when sold separately).

The cost of the **Isometric Construction Details** and **Subcontract Agreement Forms** is trifling compared to the great saving in the cost of a home—**only \$10.**—and to purchasers of Standard Working Plans for any home shown in our plan books, we offer them at **half price—\$5.** Examine the **details** for 5 days. If you do not agree they are worth many times their price, return them and your money will be promptly refunded.

Write for a sample sheet of Isometric Construction Details, Subcontract Agreement Forms and free Folder "O", "Owner Supervision".

## GARAGES AND BREEZEWAYS

As an extra service to our customers, we have prepared plans for **Garages and Breezeways** which are adaptable to most of the house designs shown in our plan books, as well as to homes already built. Complete plans, elevations and details are priced at only \$5. per set. Write for Illustrated Sample Sheet.

**STANDARD HOMES COMPANY**

**COLORADO BUILDING**

**WASHINGTON 5, D. C.**

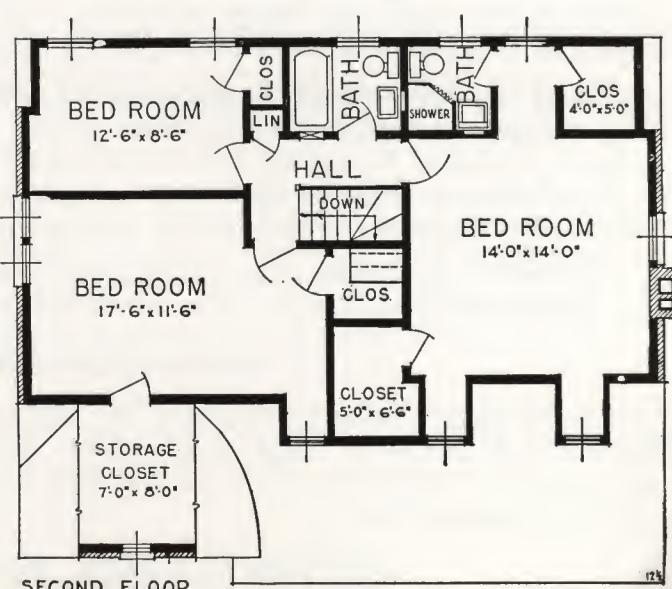
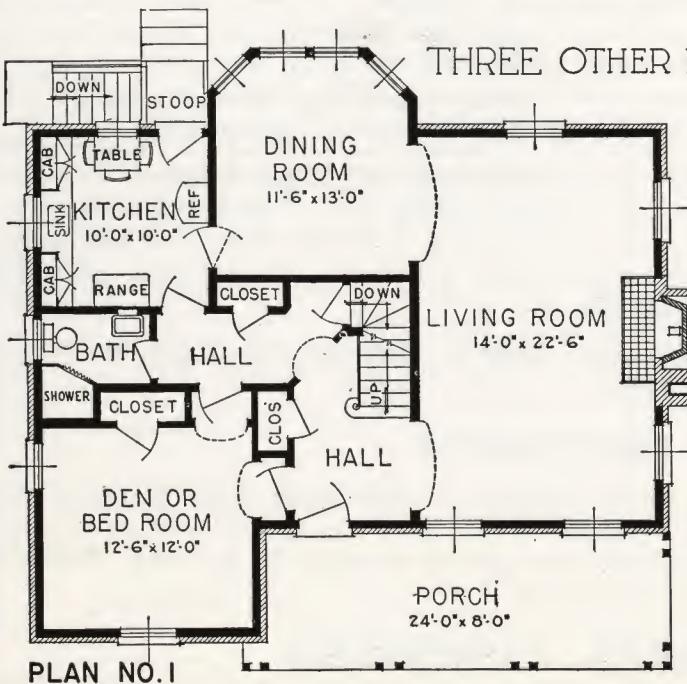


Painted Brick

## THE COLLINGWOOD

The Collingwood calls for hours of consideration because months were spent in developing the numerous progressive points of improvement. If there is a single feature you question, contemplate still further the problem of the occupants during the years. You may then see and agree with every line of the designer's pen.

THREE OTHER FLOOR PLANS ON REQUEST



COLLINGWOOD

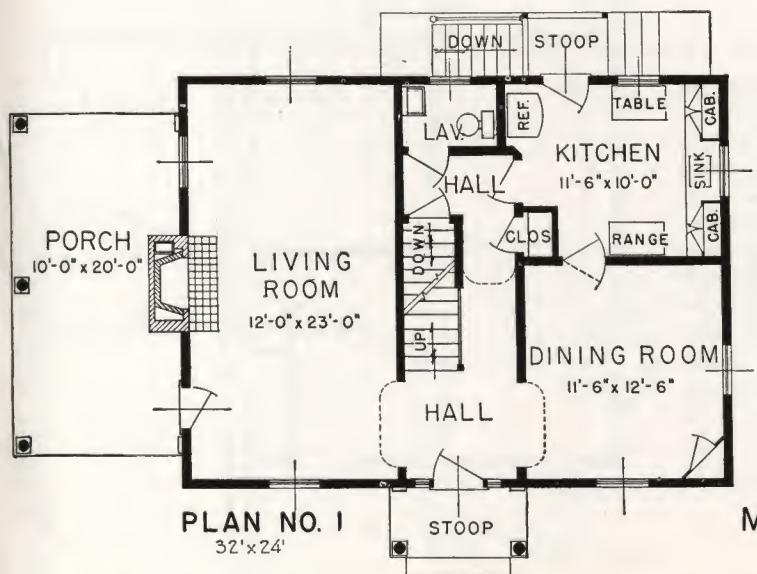
Any Plan Ordered May Be Exchanged for Any Other Standard Stock Design at the Small Exchange Fee of \$5



Brick or Frame

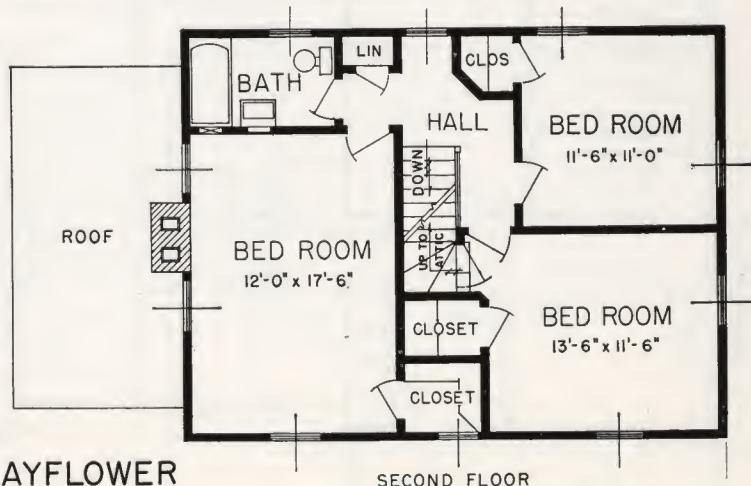
## THE MAYFLOWER

The Mayflower is another classic that calls for the deepest appreciation of Colonial days, when the love of home and country brought out the best and most daring in men, and developed in women a sacredness of purpose which is so manifest in millions of their daughters today.



MAYFLOWER

Three other floor plans on request.



All Plans in This Book Are Carefully Copyrighted. Infringements Allowed Only When Written Permission Is Given.  
Only One House of a Type Permitted in a Subdivision.

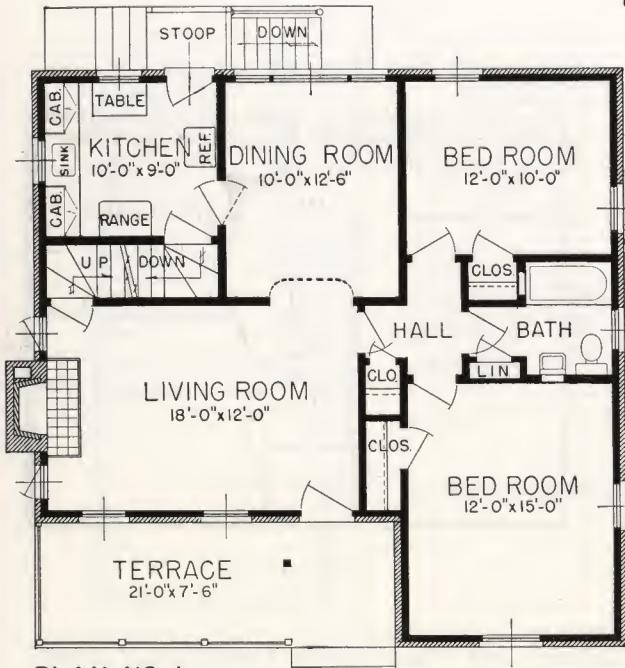


Painted Brick

## THE PARKRIDGE

Here, truly, is a dream home—seemingly out of a story book, and yet it is as real as life and it is easily within the reach of those who calmly refuse to accept a substitute.

PLAN NO. 1 HAS LARGE ATTIC



PLAN NO. 1

34'-6"x 26'-6"  
MAIN ROOF DIMENSIONS

Two other floor plans  
on request.

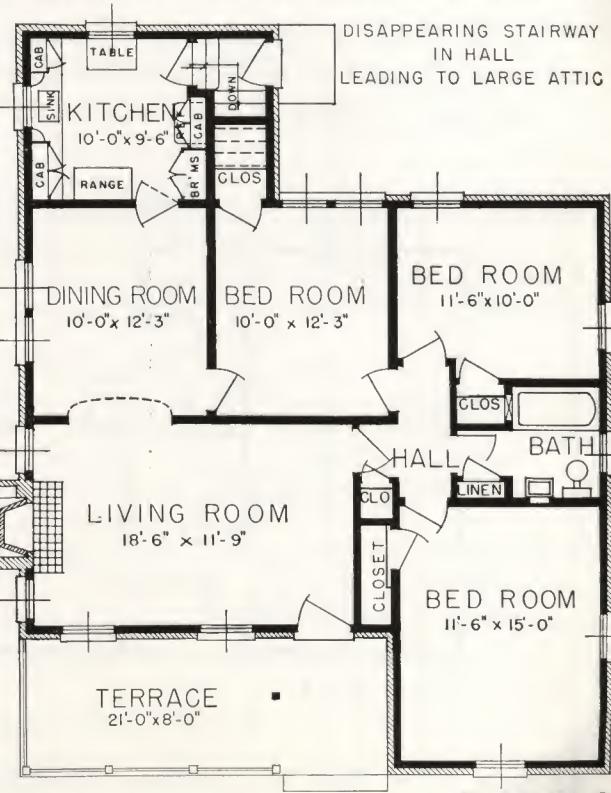
### NOTICE

We show but few attached, detached, or built-in garages, because a garage will, as a rule, cost as much as an extra room, yet will add little or nothing to the loan or sales value of a home.

The Owner must put in more of his own cash if a garage is required.

PARKRIDGE

More Than A Million People Live in Lifetime Homes Selected From Our Plan Books.



PLAN NO. 2

34'-0"x 26'-0"  
MAIN ROOF DIMENSIONS

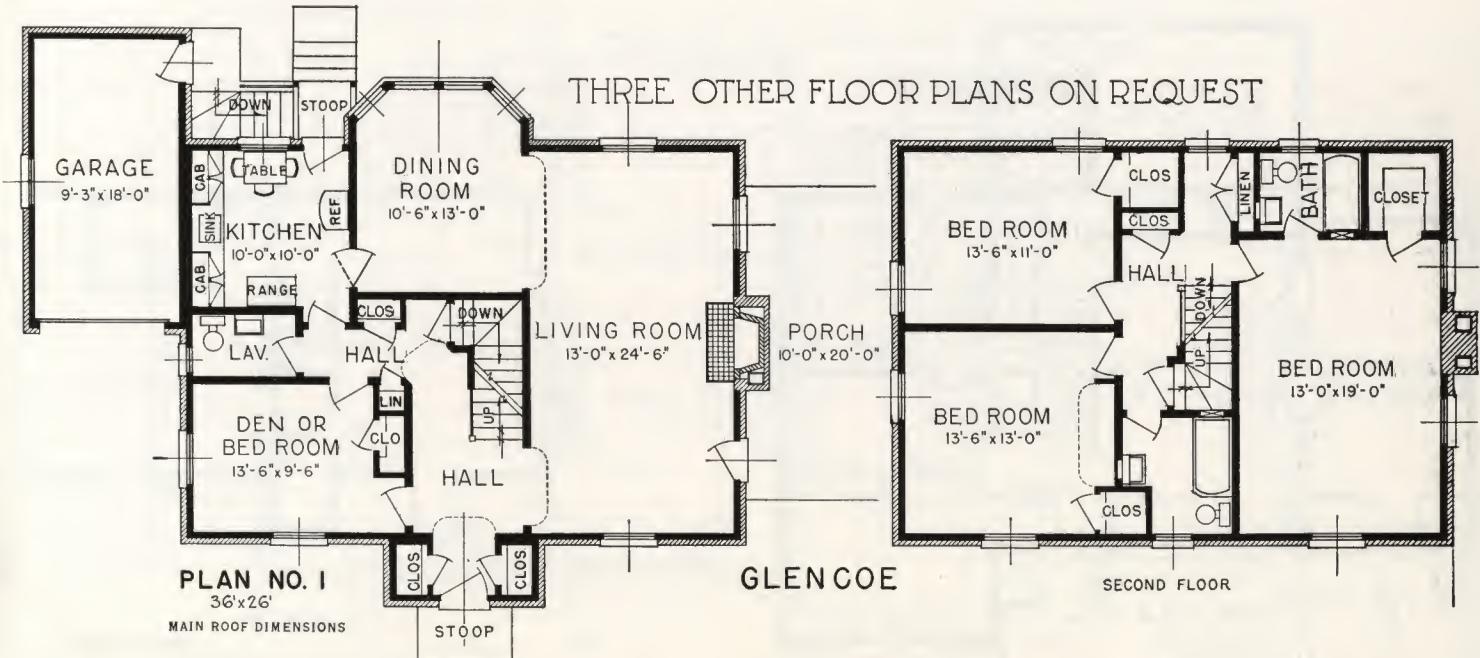
For plan prices, see front cover and page 2



### **Painted Brick**

## **THE GLENCOE**

The Glencoe will gladden the hearts of all who stop to consider its contribution to the advancement of Man in the making and keeping of lovely homes. It will stand as a sentinel of progress on any street anywhere.

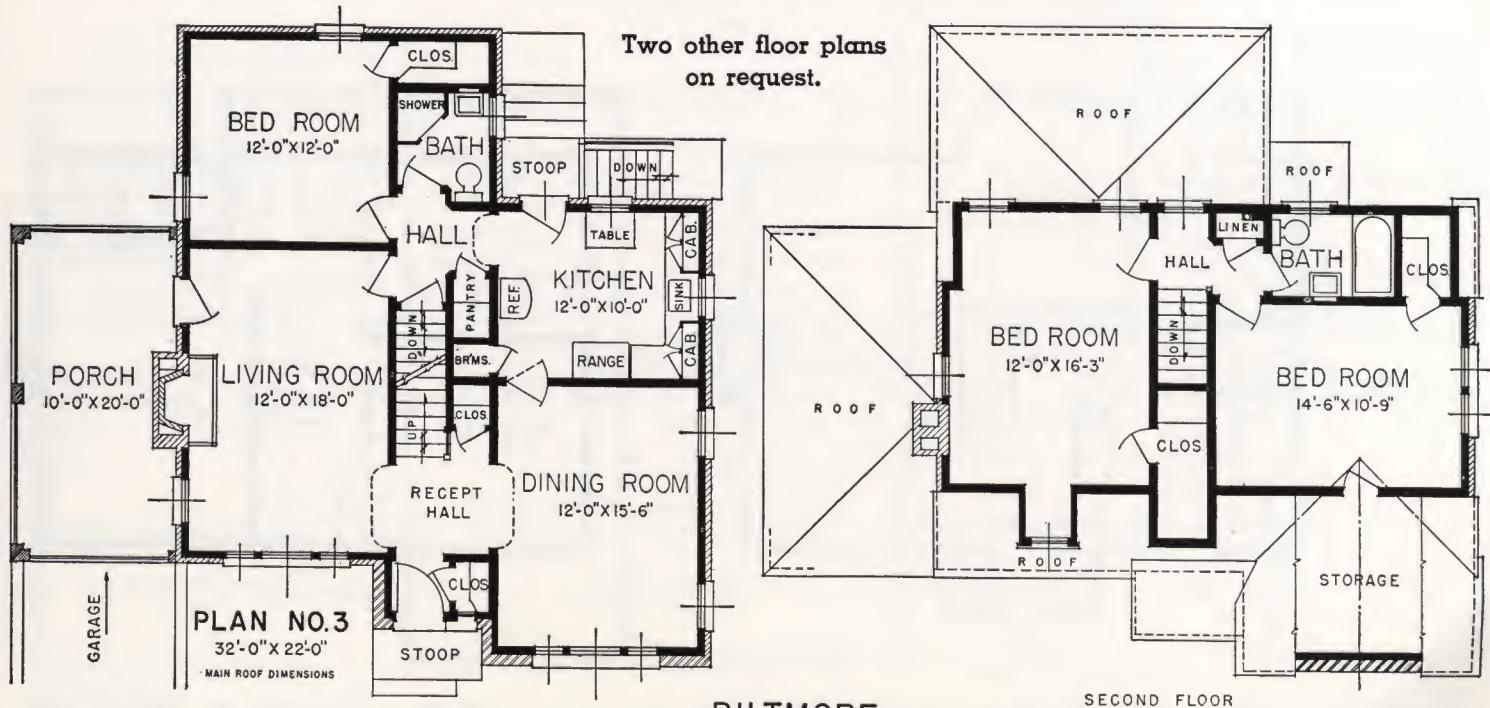


Because our house designs are types that do not go out of style for a lifetime, they have the highest loan values as well as the highest sales values of any homes within their price range.



## THE BILTMORE

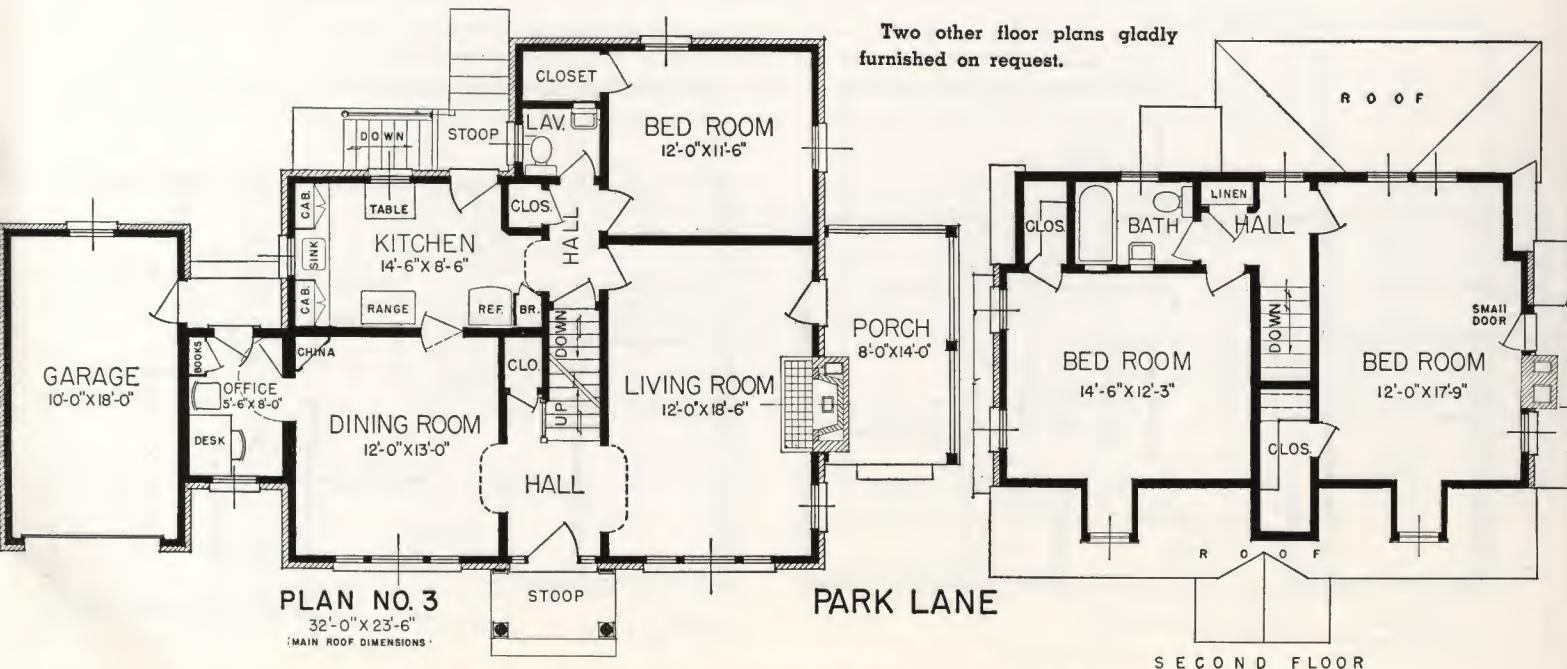
The Biltmore invites you to consider all of the real home comforts its designers so skillfully planned. So numerous are the fine points leading to solid comfort, they seem to call out in rapid succession.





## THE PARK LANE

As new as today and tomorrow;—as substantial as the seven hills, The Park Lane stands as a home to be loved for a lifetime. Neither time nor custom can mar one line of its many refinements.



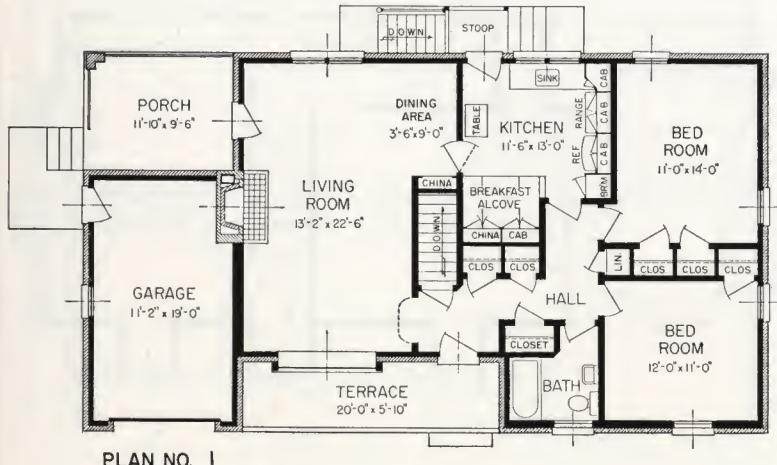
Four sets, \$24; Six sets, \$28; including Material List, Contractor's Agreement, Cost Estimating Forms, etc.



## THE KEYSTONE

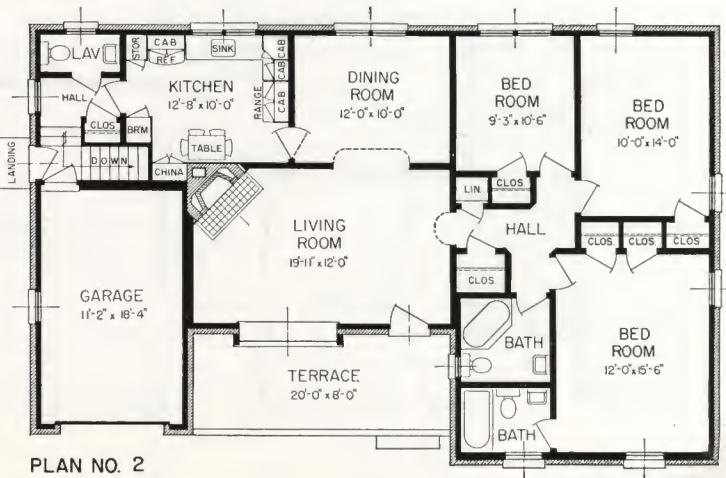
The Keystone seems to be cleverly keyed to every good home feature of today and tomorrow. It is modern to the minute, yet it is kindly and homelike and mere words cannot tell of all of its good points.

Write us for information as to the cost of all materials for any of the homes shown in our plan books. We cannot give you labor cost in the various towns, but we will be glad to give you the approximate cost of all materials delivered on your lot.



PLAN NO. 1  
53'-6" FRONT DIMENSION

KEYSTONE



PLAN NO. 2  
53'-6" FRONT DIMENSION

KEYSTONE

Twenty-nine Years of Constant Service to Home Builders

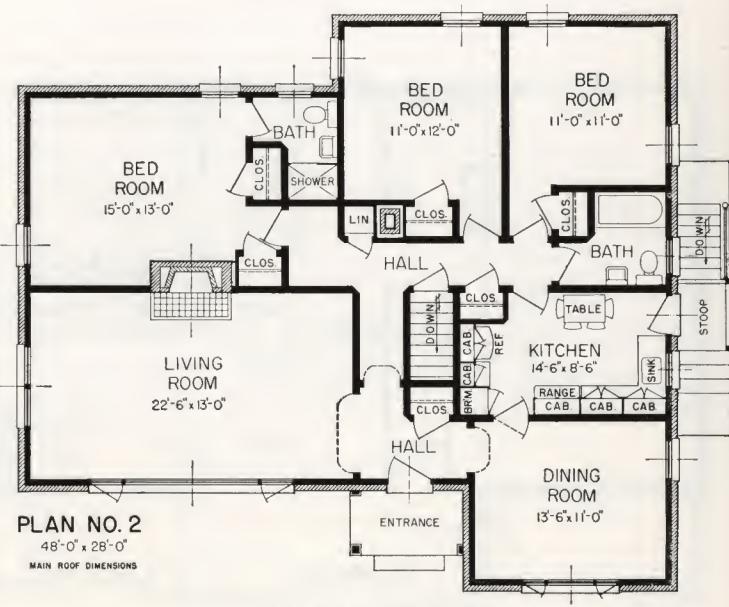


## THE SANTA BARBARA

Here in the Santa Barbara is satisfaction, beauty and loveliness at a satisfactory price. Here our architects and artists joined hands in offering a landmark for the ages.



SANTA BARBARA



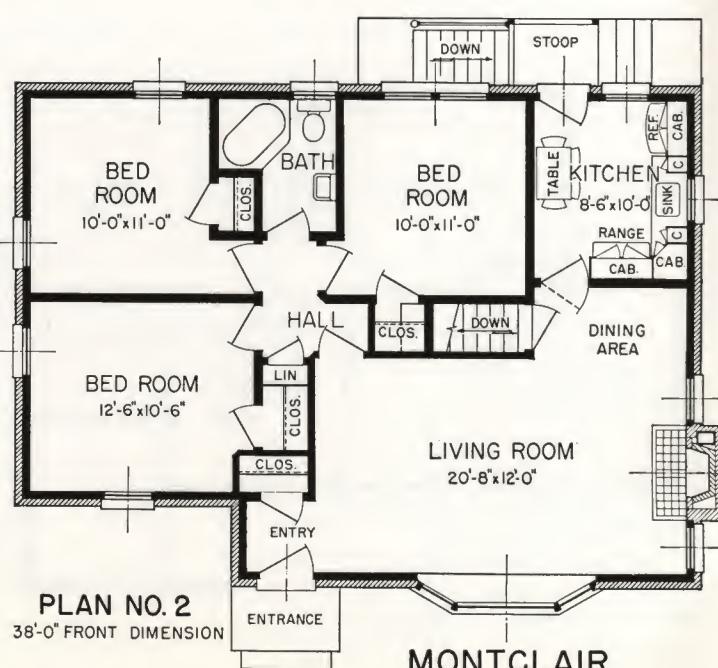
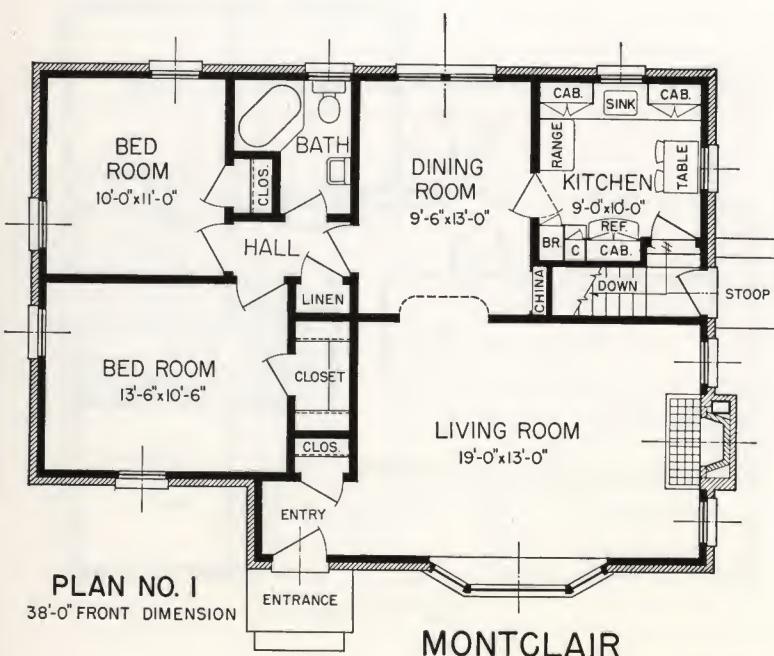
SANTA BARBARA

Our plans are known from Coast to Coast for their time and labor-saving features.



## THE MONTCLAIR

The Montclair offers many unusual features wanted and looked for today by the home-hungry public. The bay window enhances the exterior design, and you will agree that the floor plans are skillfully arranged for Today and Tomorrow.



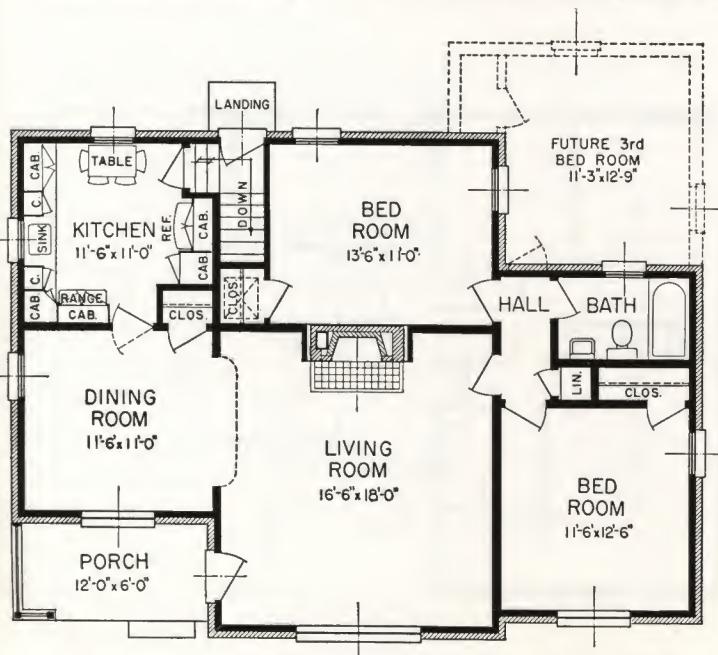
We are helping individuals everywhere to build their homes at First Cost.

Our Material Lists, furnished free with plans ordered, protect you against carelessly figured estimates.



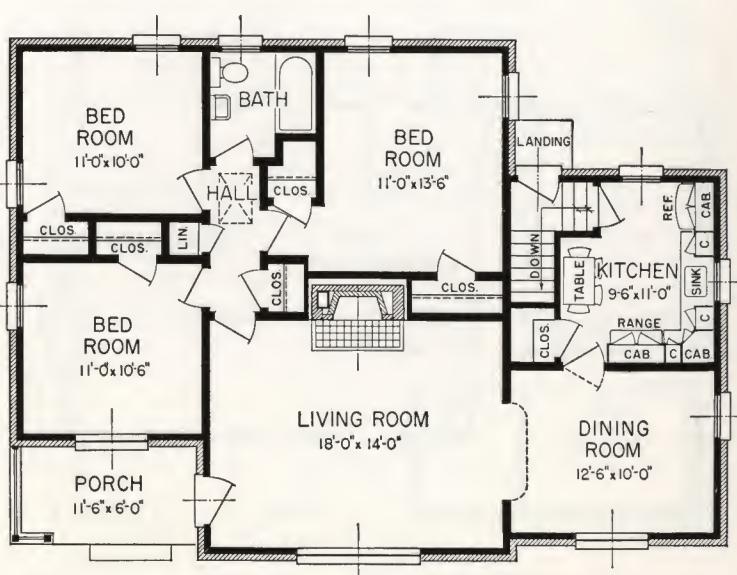
## THE CARLYLE

For those who are looking for the new and the novel in a home, the Carlyle will be the deciding answer. Here we find beauty in abundance and floor plans that speak of future home comforts far beyond monetary value.



PLAN NO. 1  
42'-0" FRONT DIMENSION

CARLYLE



PLAN NO. 2  
44'-0" FRONT DIMENSION

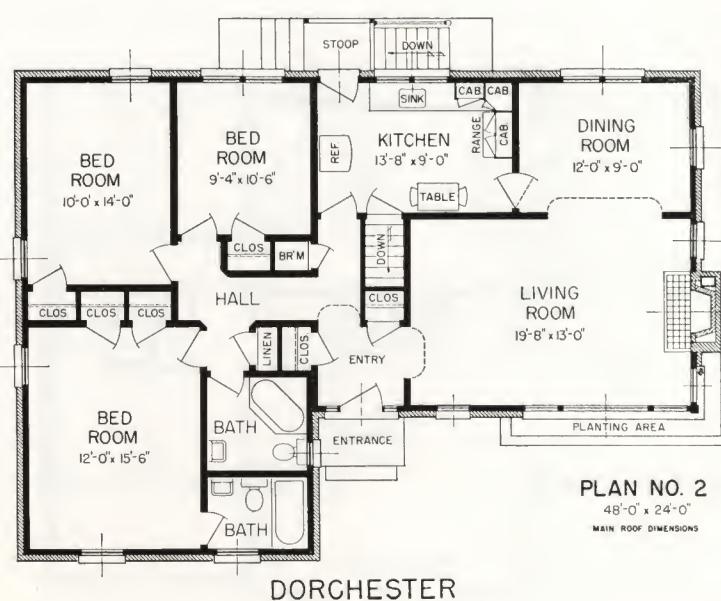
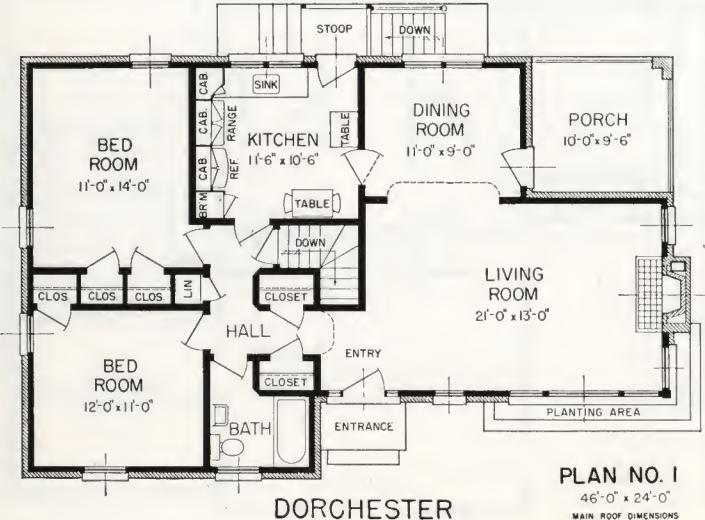
CARLYLE

Plans for the Carlyle #1 with three bedrooms—\$7.00 additional



## THE DORCHESTER

Doubtless the daring new features of the Dorchester will double the desirability of its modern floor plan that portrays so clearly the feminine touch.

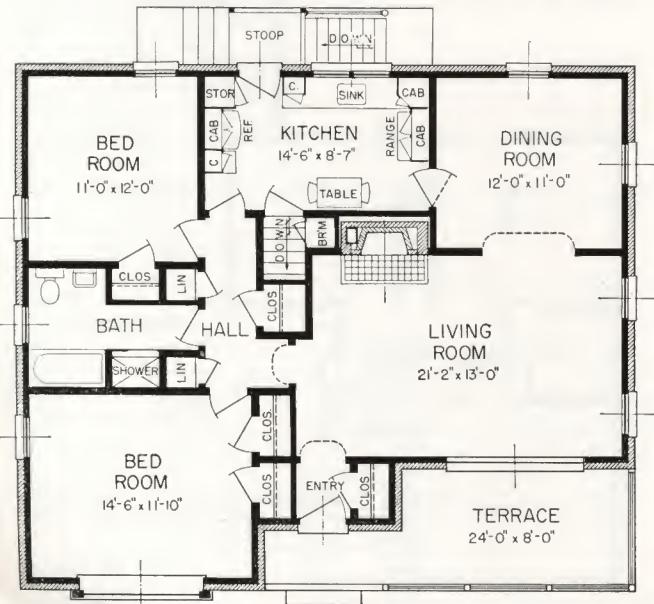


At this time Brick construction runs about the same as Frame.



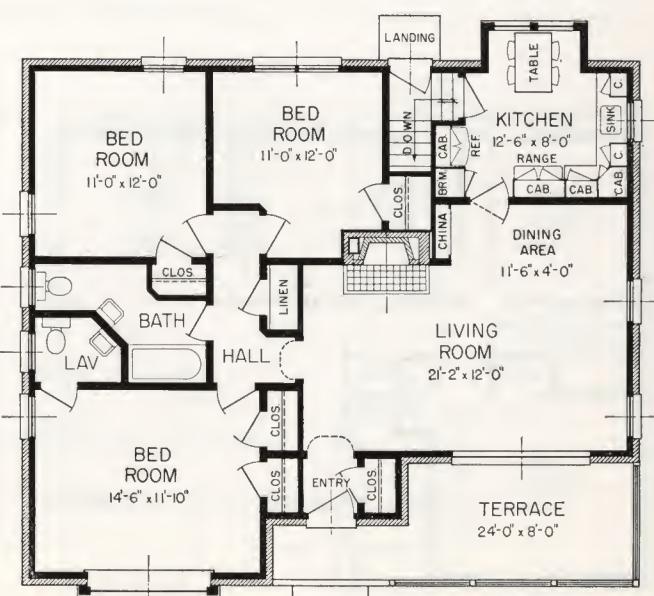
## THE BRIARCLIFF

The Briarcliff at once brings out home hunger that hangs on. It is not the excellent floor plan alone but something more that tells you it is one of the loveliest of our times.



PLAN NO. 1  
40'-0" x 26'-0"  
MAIN ROOF DIMENSIONS

BRIARCLIFF



PLAN NO. 2  
40'-0" x 26'-0"  
MAIN ROOF DIMENSIONS

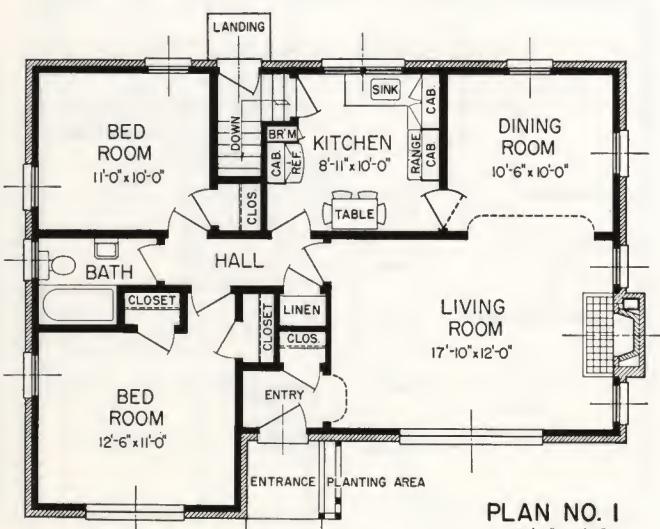
BRIARCLIFF

Read our Folders "A", "B", "C", "F" and "H" carefully. They will solve most of your problems.



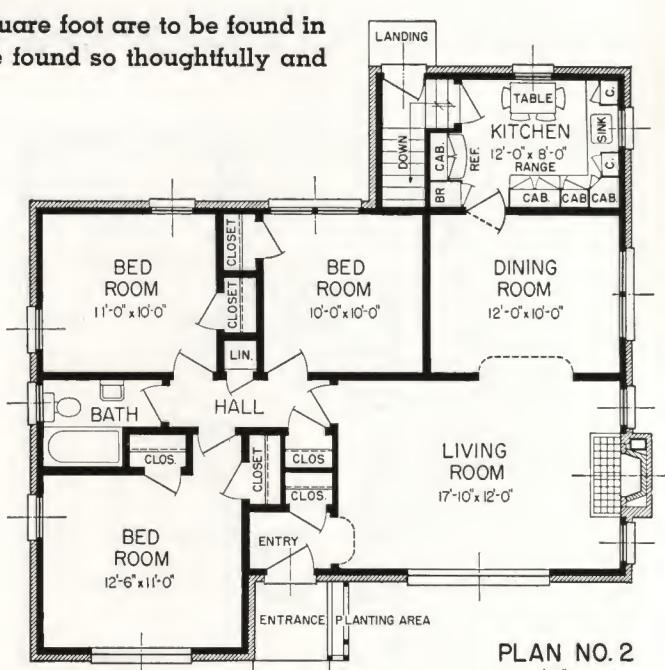
## THE WESTWOOD

A lot of home per dollar and a lot of home comforts per square foot are to be found in The Westwood. Where else could such staunch construction be found so thoughtfully and completely coupled with the modern and the practical?



WESTWOOD

PLAN NO. 1  
38'-0" x 24'-0"  
MAIN ROOF DIMENSIONS



WESTWOOD

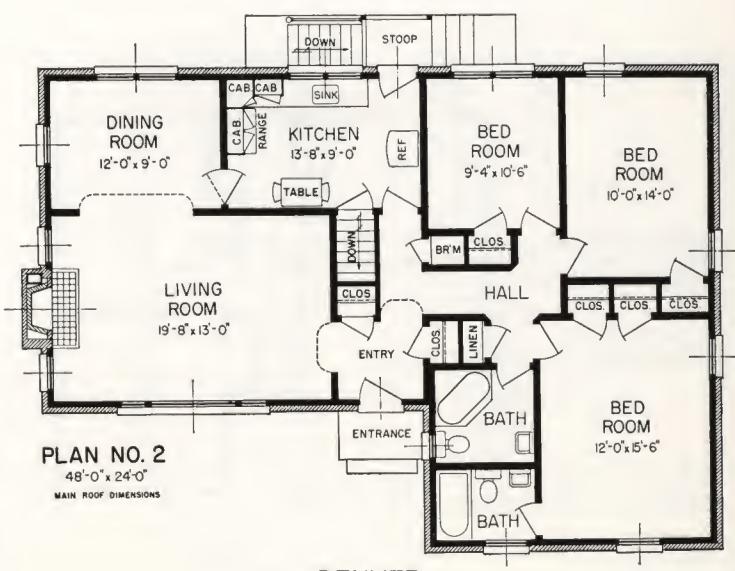
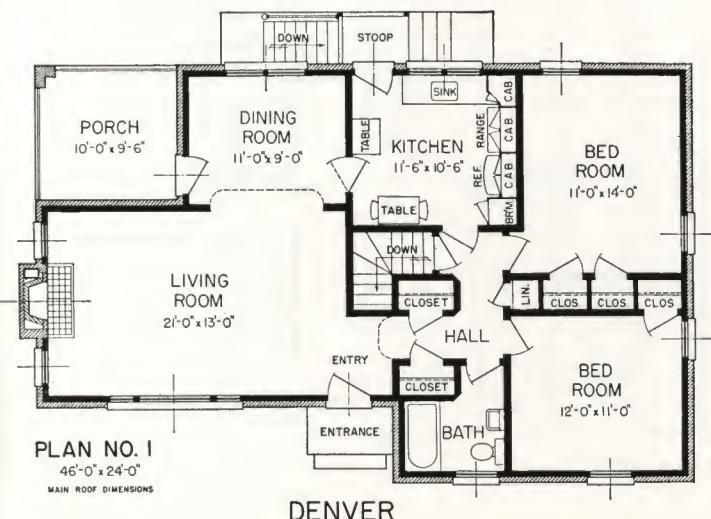
PLAN NO. 2  
38'-0" x 24'-0"  
MAIN ROOF DIMENSIONS

If you build your home through the right loan plan, your monthly payments should be no more Ask for a free copy of Folders "B", "F", and "H", in



## THE DENVER

The Denver is different and slightly daring, yet its designers made no compromise with the principles of economy. Nor did they fail to remember every point of comfort for those who expect The Denver to be one of the best homes to be found in its price range.

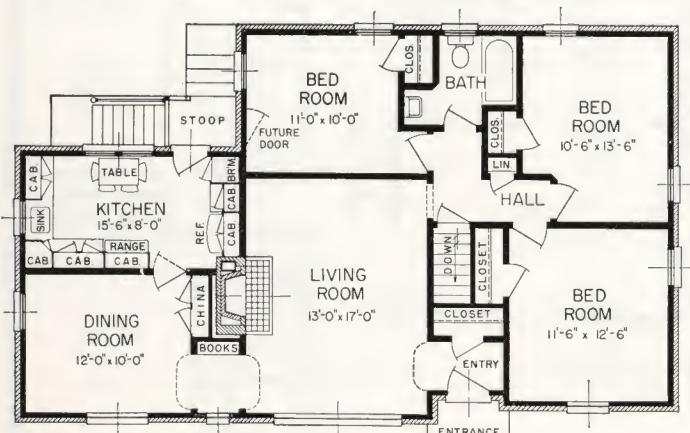


than rent. In addition, about half of your payments will be placed to your credit as a saving.  
which home financing is made plain.



## THE STANHOPE

The Stanhope will stand the test when compared in cost to many homes of far greater dimensions. Not a single comfort was overlooked by its designers nor a single note of artwork neglected.

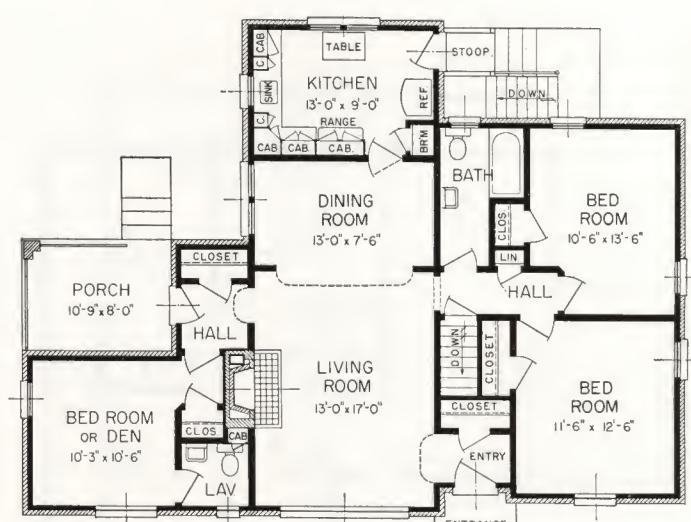


PLAN NO. 1

32'-0" x 28'-0"

MAIN ROOF DIMENSIONS

STANHOPE



PLAN NO. 2

32'-0" x 28'-0"

MAIN ROOF DIMENSIONS

STANHOPE

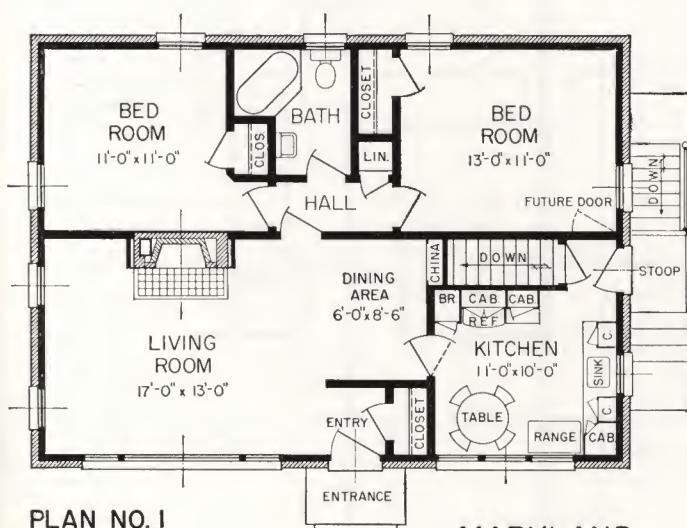
All Illustrations in our Plan Books are from retouched Photographs of Real Homes.



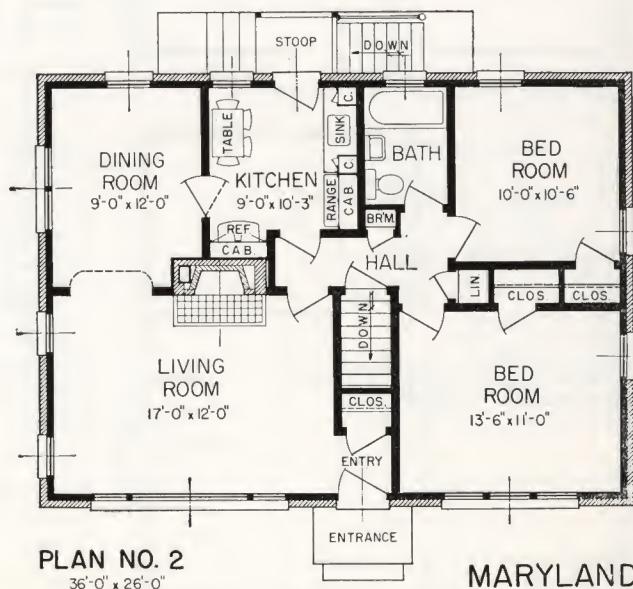
**Painted Brick**

## **THE MARYLAND**

For many the Maryland may prove to be the answer for a small home of distinction at unusually low cost. Here unnecessary expense has been eliminated in favor of necessary home comforts and pleasing refinements.

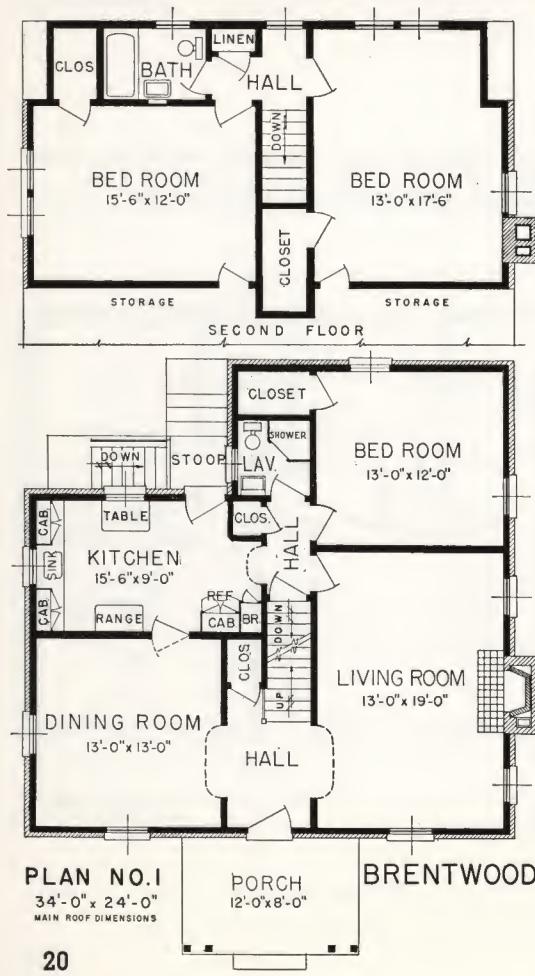


**MARYLAND**



**MARYLAND**

As a rule, full basements cost no more than half basements, as our Folder "C" will clearly show.



## THE BRENTWOOD

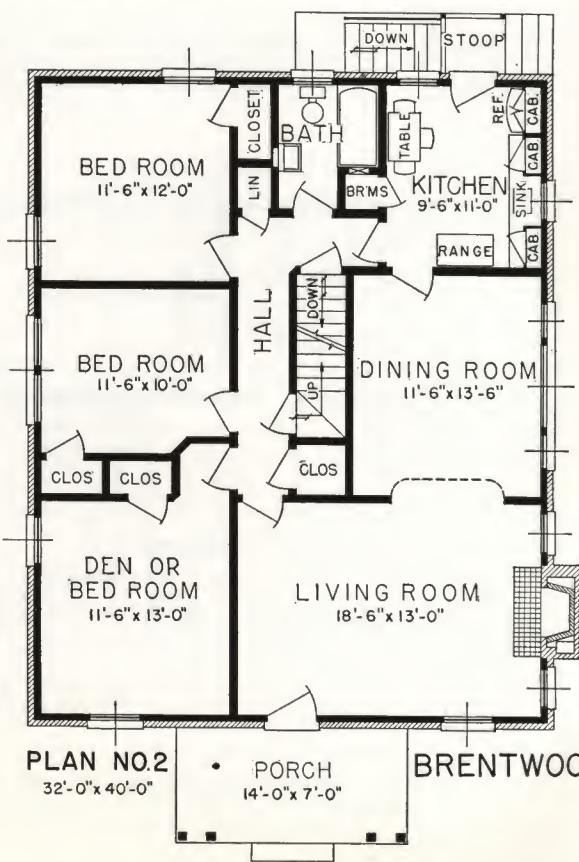
If you are looking for class at low cost, don't pass by the Brentwood because it can't be beaten for the number of brick that enclose its permanent walls.

If you are interested in building your home on the easiest possible terms, ask for free copy of Folder "F"—**Facts on Financing Small Homes.**

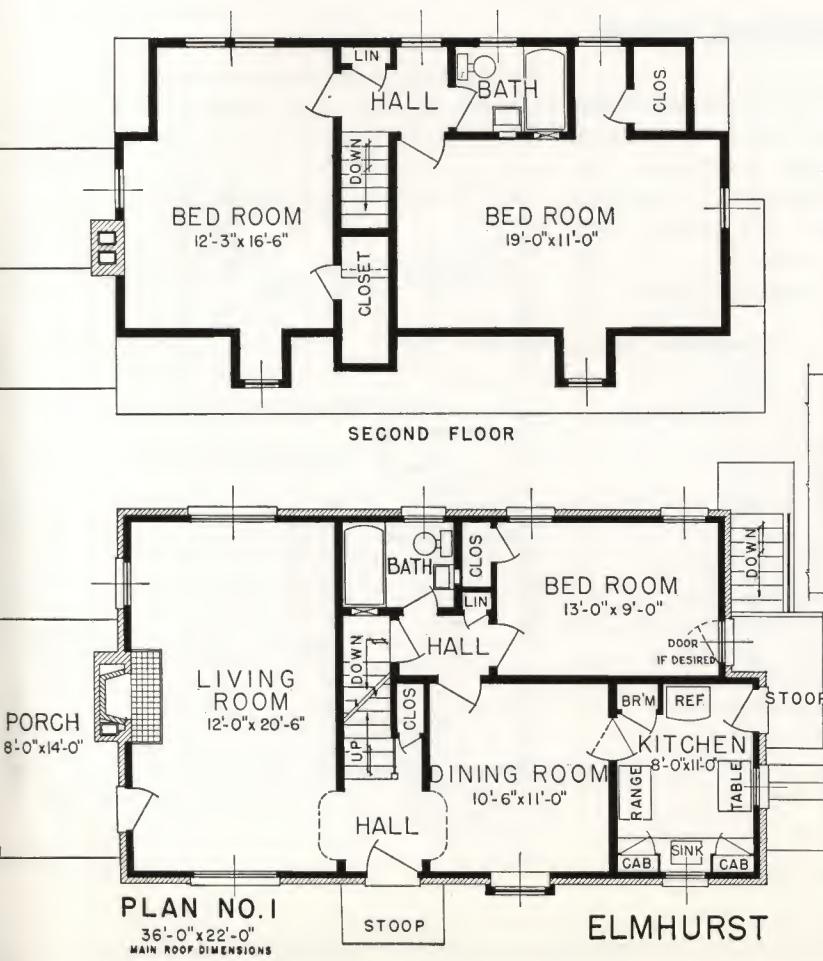
Folder "F" will give you many ideas about dealing with loan companies, contractors and others interested in helping you build your home.

If you can pay rent, you can pay for a home of your own. This folder will tell you how.

TWO LARGE BED ROOMS AND BATH ON SECOND FLOOR IF DESIRED

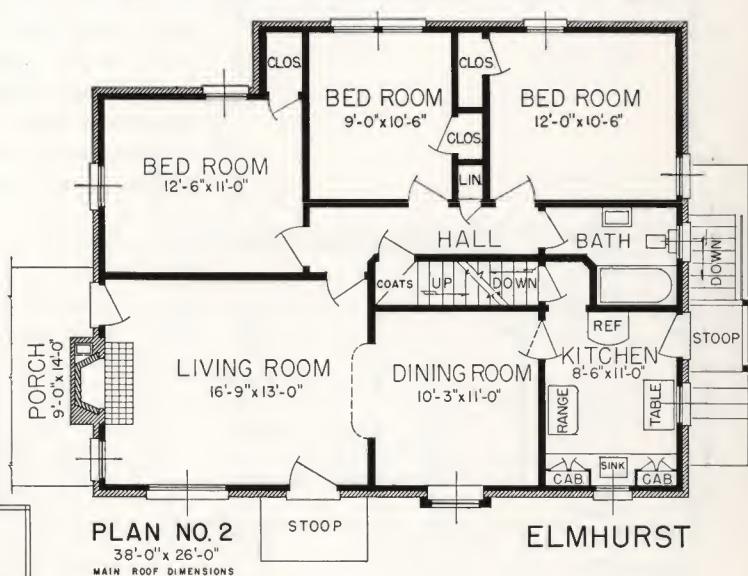


Two Other Floor  
Plans On Request



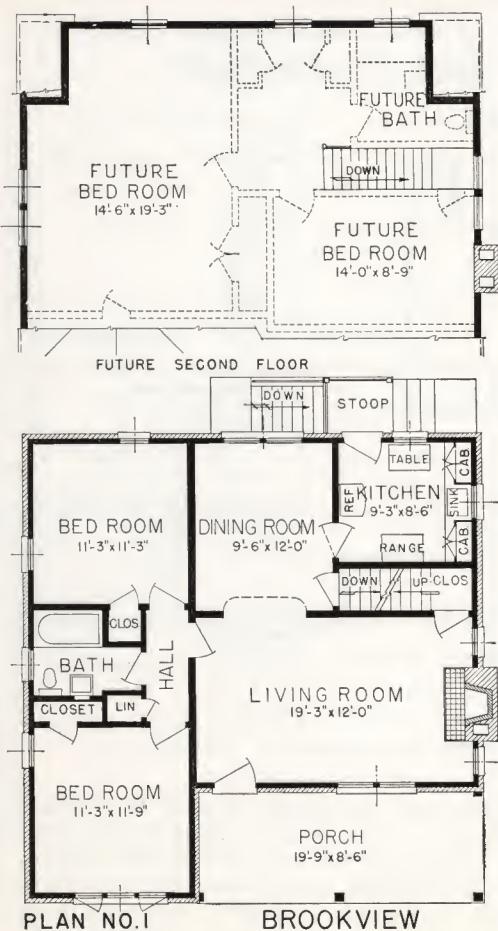
## THE ELMHURST

TWO LARGE BED ROOMS AND BATH ON SECOND FLOOR IF DESIRED



Two other floor plans on request.

Yes, we agree that the Elmhurst stirs up a home yearning we never knew before. Why? We don't know, but we feel that we must have this home—just as soon as possible, and under the new loan plan it's within our means. You're right, we'll be happy in the Elmhurst, no doubt about that.



## THE BROOKVIEW

The Brookview seems to beckon us to come in. It seems to be new and ready, with everything we have been waiting for. It is exactly what we want. We couldn't find a more gracious home in which to enjoy all the comforts of life.

Ask for free copy of Folder "C" — Comparative Construction Cost of Small Homes.

This folder throws new light on present day construction costs, and also shows the difference in the cost of brick, frame, concrete block, prefabricated houses, etc.

TWO LARGE BED ROOMS AND BATH ON SECOND FLOOR IF DESIRED



Two other floor plans on request.

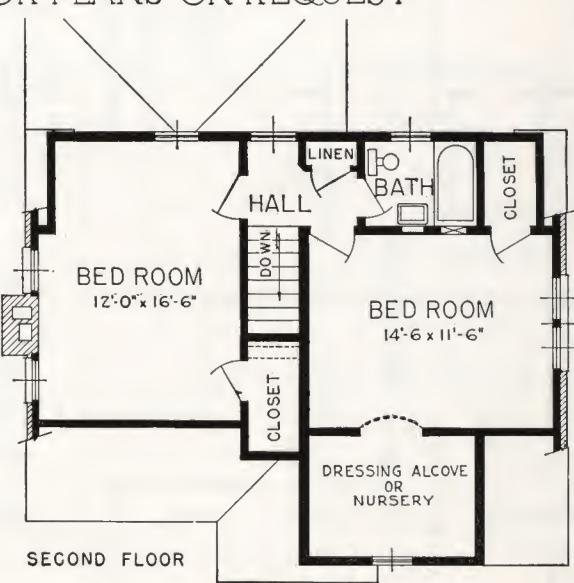
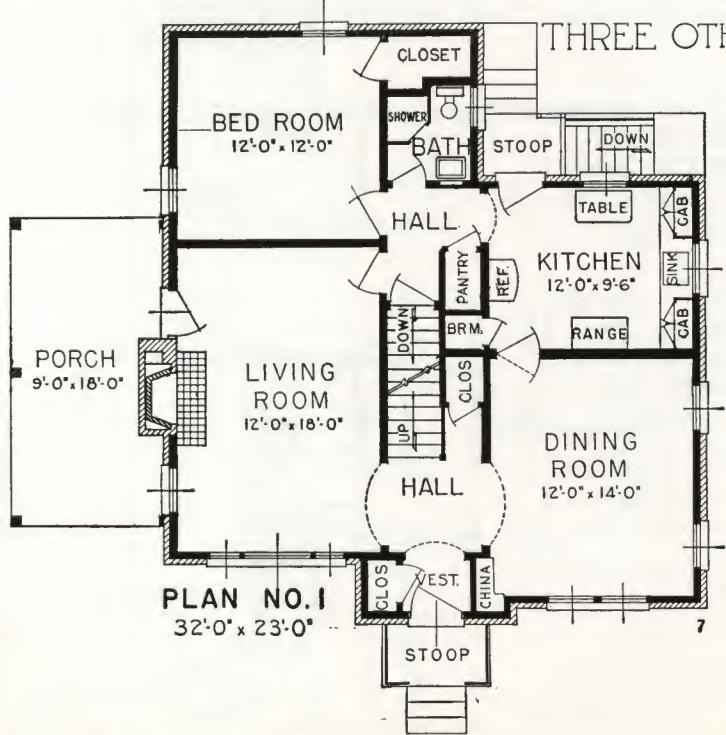


Painted Brick

## THE BEAUMONT

Where could you find, in its price range, a better home than the Beaumont? Where could you find more distinction? Is it not as modern as the most discriminating could expect and is it not worthy of the most sacred efforts necessary to gain its possession? Don't delay further, if its floor plans meet your requirements.

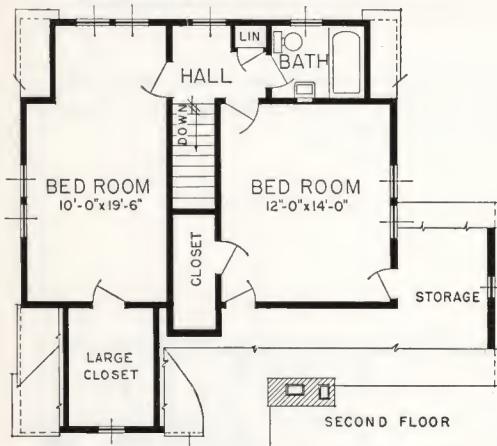
THREE OTHER FLOOR PLANS ON REQUEST



Our Standard Specifications Cover Every Item of Cost from Foundation to Roof, and give the inexperienced builder a new conception of good construction.



Brick or Frame



## THE IVANHOE

The Ivanhoe is a "close relative" of the beautiful Holbrooke. It is equally attractive, but lower in cost. Truly it is a dream home within its price range.

Two other floor plans on request.

**PLAN BOOKS, FOLDERS, ETC., PUBLISHED FOR THOSE WHO WANT TO BUILD THEIR OWN HOMES AT FIRST COST**

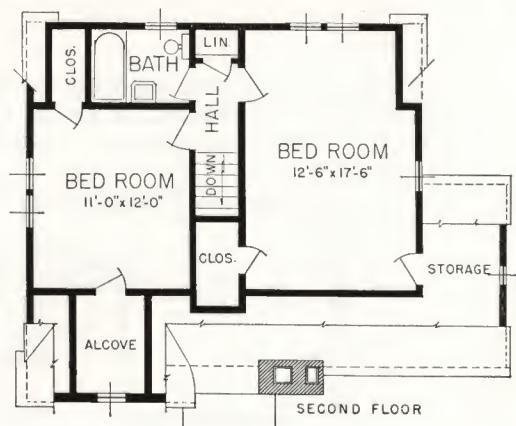
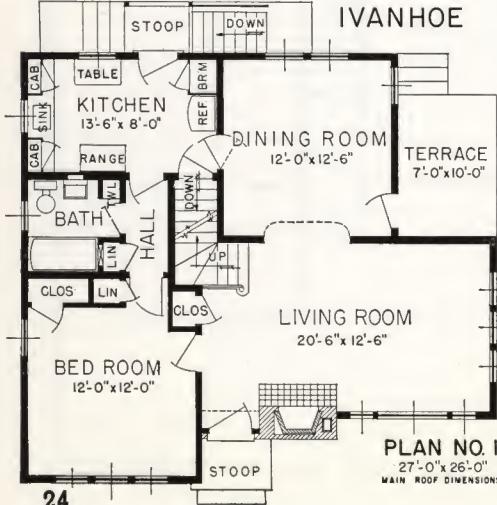
### Books

"Better Homes at Lower Cost".....50c ea.  
 "Homes of Today and Tomorrow"....50c ea.  
 "Homes for Your Street and Mine"....50c ea.  
 "Homes You Can Build Yourself".....50c ea.

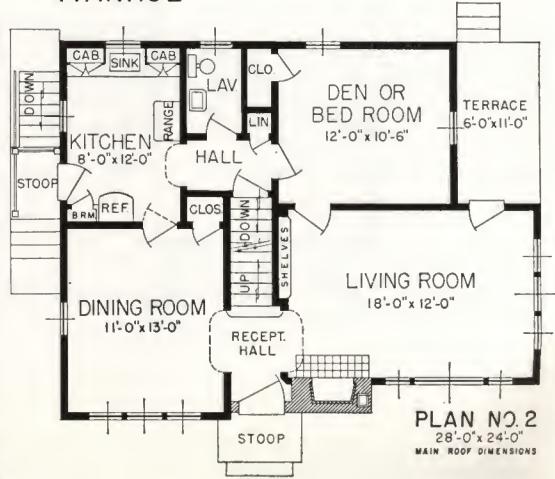
**Folders Free on Request**  
 Folder "A", *Answers to Questions*. Answers 24 important questions on good construction.  
 Folder "B", 9 Important points on good construction.

Folder "C", *Comparative Construction Costs*, On good construction and present prices.  
 Folder "F", *Facts on Financing Small Homes*. How to build on easy terms.

Folder "H", *How to Build Your Own Home*.



IVANHOE

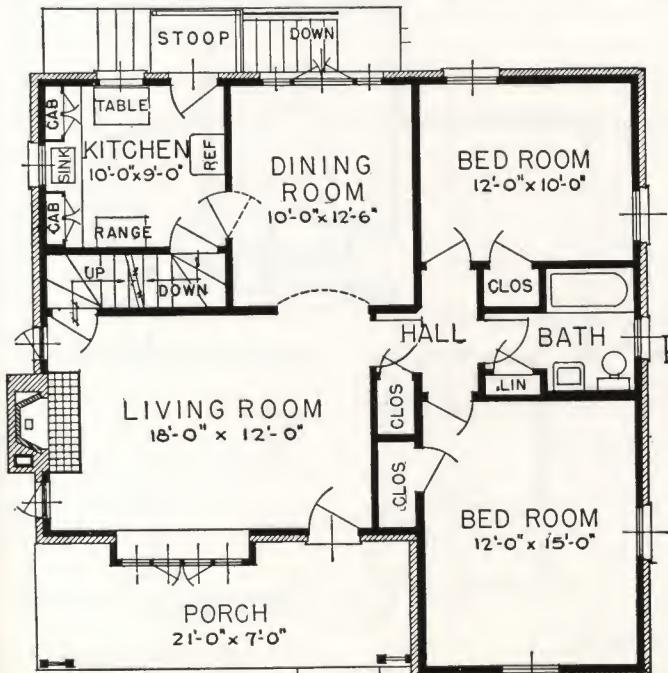




## THE LYNNHAVEN

Look! Isn't this the most lovely bungalow you ever saw? Did you ever dream of anything so beautiful, with such wonderful floor plans?

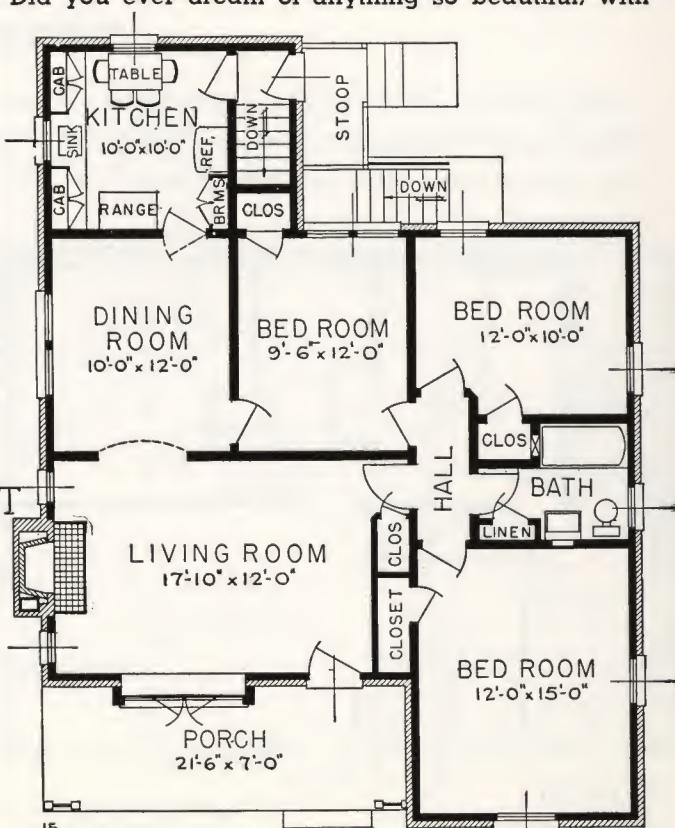
PLAN NO. 1 SHOWS LARGE ATTIC ON 2<sup>nd</sup> FLOOR



15

PLAN NO. 1  
34'-6" x 26'-6"  
MAIN ROOF DIMENSIONS

TWO  
OTHER  
FLOOR  
PLANS  
ON  
REQUEST



15

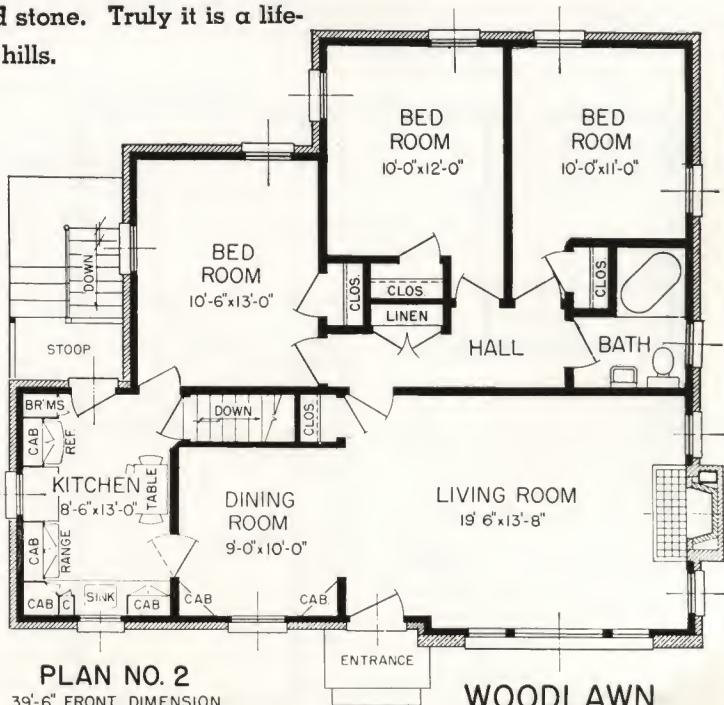
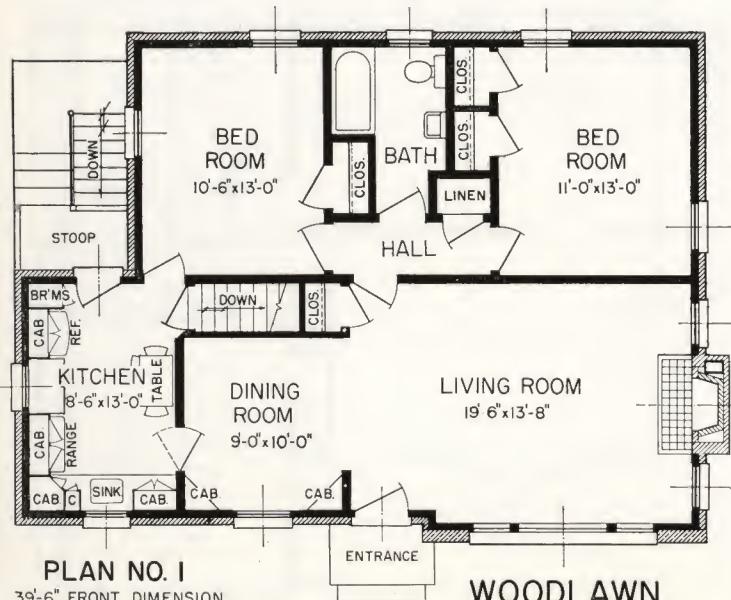
LYNNHAVEN

PLAN NO. 2  
34'-0" x 26'-0"  
MAIN ROOF DIMENSIONS



## THE WOODLAWN

Mere words cannot further emphasize the loveliness nor the value of the Woodlawn. Its warmth and appeal is enhanced by the always pleasing combination of brick and stone. Truly it is a lifetime home whose beauty and permanence is as fixed as the hills.

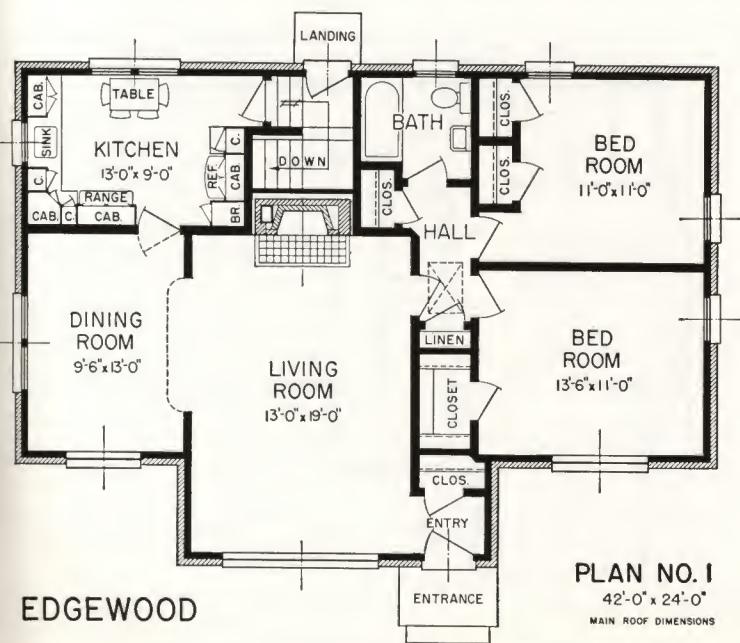


Our Plans and Specifications Meet the Rigid Requirements of all Home Loan Companies.

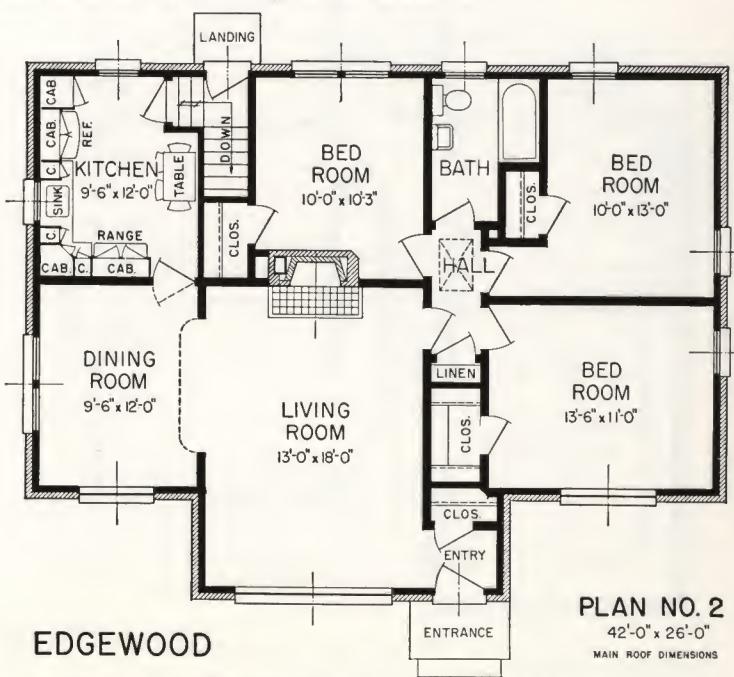


## THE EDGEWOOD

Such a lovely home! Such practical floor plans! Such careful thought given to every detail! Ample closets, large roomy kitchens—such an abundance of spaciousness and yet so reasonable in cost by comparison. The unusually attractive arrangement of the living room will appeal to many discerning home builders.



EDGEWOOD



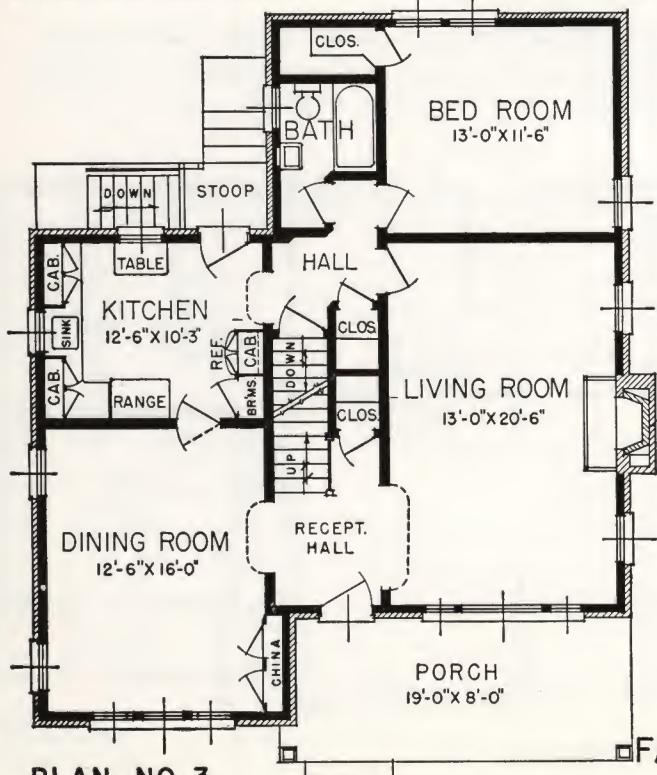
Our Standardized Plans Save, During Construction, Three to Five Times Their Cost, Often More.



Painted Brick

## THE FAIRLAWN

Here, in The Fairlawn, are to be found all of the good features you have been looking for. Not one has been overlooked—and that is why it is known as "The Home of No Regrets".

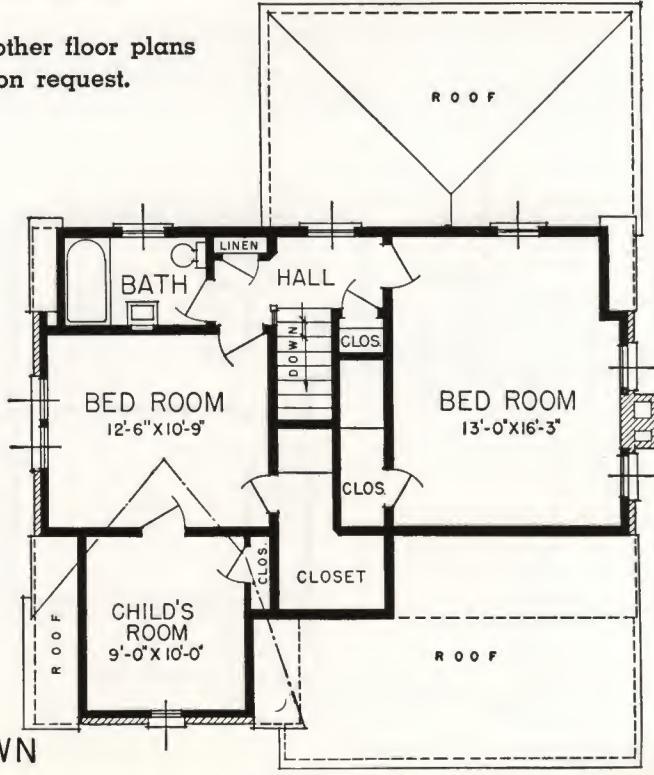


PLAN NO. 3

34'-0" X 22'-0"

MAIN ROOF DIMENSIONS

Two other floor plans  
on request.

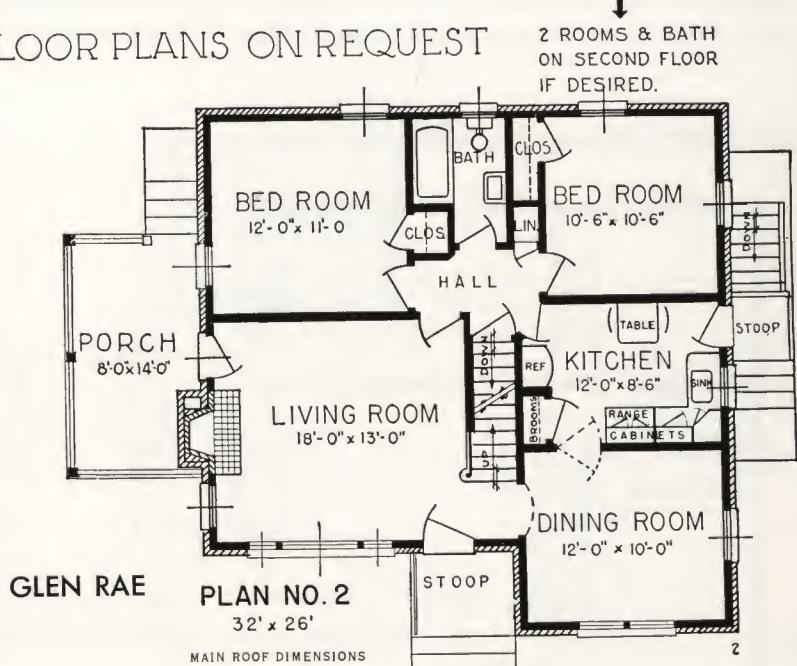
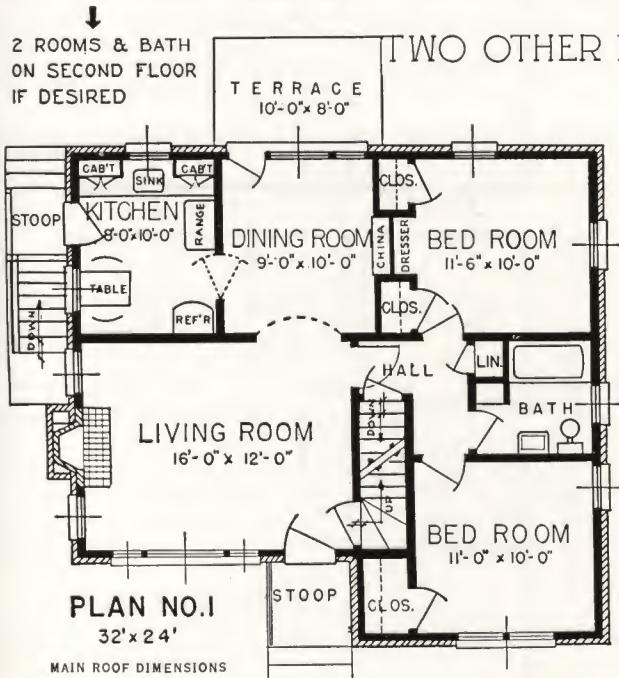


SECOND FLOOR



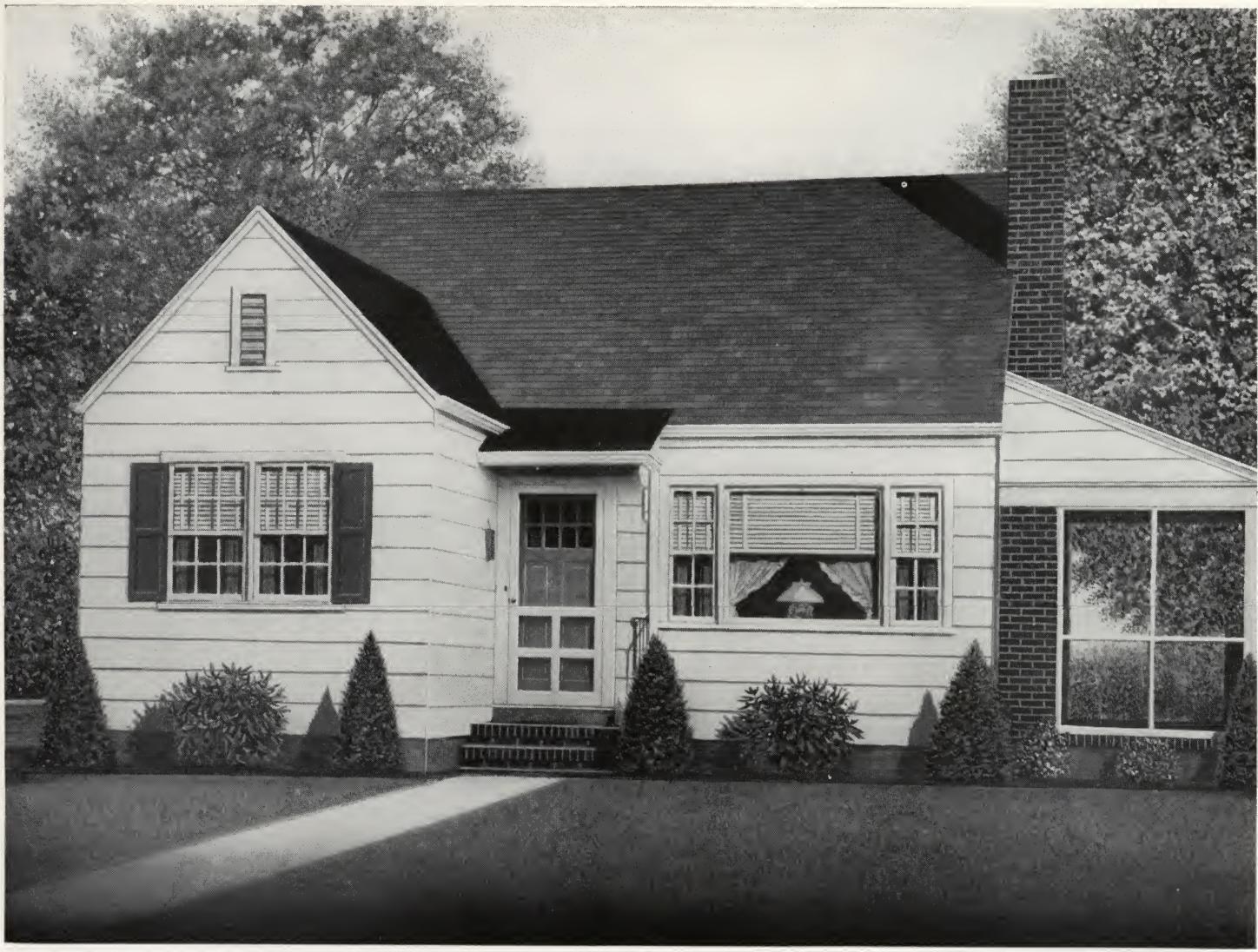
### THE GLEN RAE

Here is another guide post in the path of Man's progress toward better things—better homes and a better environment in which to rear his children. Surely all of the uplifting forces of life conspire to help the man whose ambition leads him to build a home like the Glen Rae.



#### NOTICE TO OPERATIVE BUILDERS:

Sameness in a subdivision never pays. The slight increase in the cost of individual designs is offset by higher loan values and better satisfied purchasers.

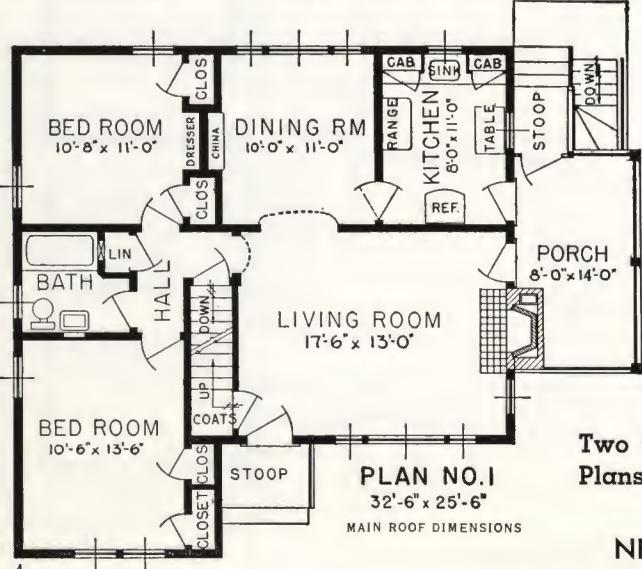


Brick or Frame

## THE NEWPORT

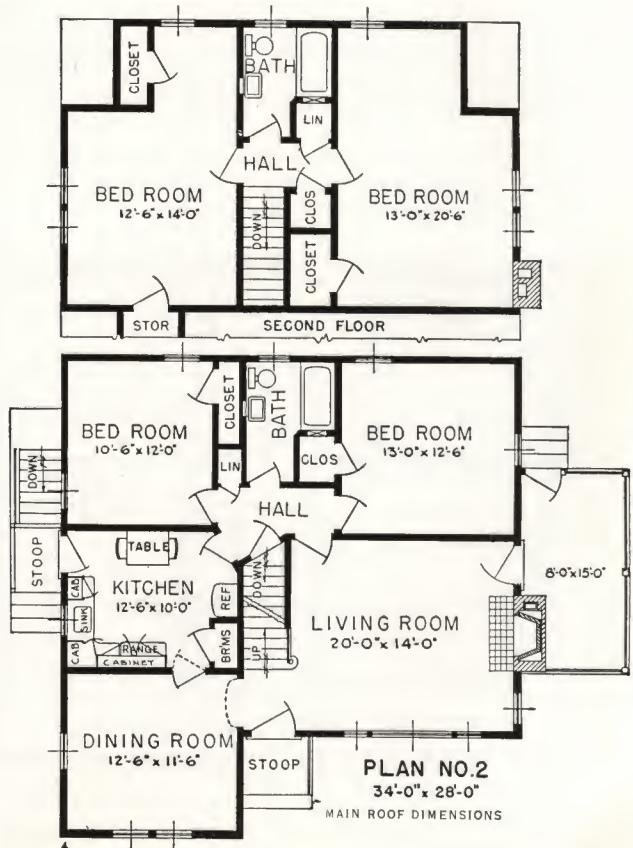
By a new touch of the modernistic, the Newport is placed in a class far above the so-called "low-cost home," yet it is decidedly in that field because it comes within the reach of so many who want to invest their rent money in homes of their own.

SECOND FLOOR PLAN LIKE PLAN NO.2 IF DESIRED



Two Other Floor  
Plans on Request

NEWPORT

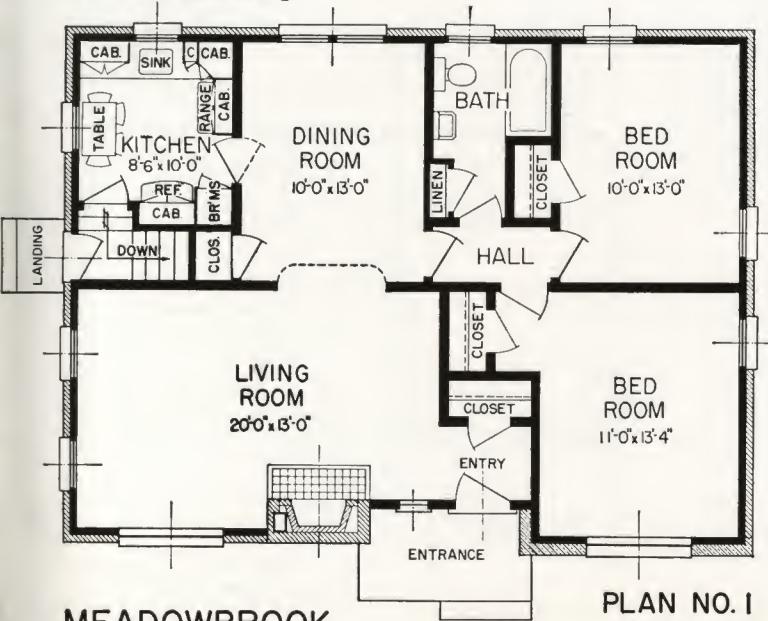


Our Carefully Planned Homes Are Known in Every State for Their High Loan Values.



## THE MEADOWBROOK

Again we score decidedly by offering this popularly priced, carefully thought out design with floor plans that will meet the wishes of the most discriminating. The graceful exterior of the Meadowbrook will add distinction to any community. It is a home that will be worth every sacrifice to own and keep.



MEADOWBROOK



This explains why they can be constructed on the easiest possible terms.



## THE STRATFORD

Here, in this true English design, is rugged charm and perfected balance far in excess of its cost. Not within the past century has a home of its cubage combined so many lovable features for complete comfort today and tomorrow. Doubtless you have looked for years for just such a home.

Three other floor plans on request.

